

Joanna Ward

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WORK EXPERIENCE

Deloitte US • Full-time

Senior Consultant • Atlanta, GA

09/2020 – Present

- Drove a 15% increase in pageviews and a 23% increase in session duration after helping launch new website with the goal of increasing brand awareness; implemented an escalation process to keep the project on track
- Built 10 dashboards using Tableau with the goal of mapping user portraits and visualizing trends; reports led to 2 new customer profiles that drove a 40% increase in MAU

Consultant • Atlanta, GA

07/2018 – 09/2020

- Created and managed 3 Excel worksheets to analyze user behavior based on product placement; supported A/B testing that resulted in a 10% increase in CTR for featured products
- Initiated and led 12 “Lunch & Learns” as weekly team-building activity; helped prepare 5 training sessions on project management tips, and received 100% positive feedback from core working group

Accenture • Internship

IT Consultant Intern • New York City

05/2017 – 08/2017

- Developed revenue strategy models, market segmentation and defined data metrics and data infrastructure to monetize user data, and created a value case for industry clients' marketing & sales leads to re-capture the locked market
- Worked with Tech Leads to engineer solutions and materialize wireframe designs while supporting data strategy activities. Additionally, independently developed algorithmic solutions for sales suggestion generations, bypassing monthly data storage restrictions, and presented to steering committee

EDUCATION

Bachelor's Degree in Business Analytics & Information Technology

Rutgers University • New Jersey • GPA: 3.67/4.00

09/2014 – 05/2018

- Magna Cum Laude
- Phi Beta Kappa, Taiwanese American Student Association
- Visual Media Coordinator, Orientation leader for International Student Orientation

SKILLS & INTERESTS

Data Analysis, Digital Marketing, Financial Analysis, Marketing Strategy, Microsoft Office, Project Management, SQL, Badminton, Behavioral Economics, Hiking, Lacrosse, TED Talks, Udemy, Wrestling